LEARNER SATISFACTION TOWARDS E-LEARNING AMONG FINAL YEAR FULL TIME AND PART TIME STUDENTS IN UNIVERSITI UTARA MALAYSIA

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A thesis submitted to the Graduate School in partial fulfillment of the requirement for the degree Master of Science (Management), Universiti Utara Malaysia

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ABSTRACT

The purpose of this study was to explore the learner's satisfaction toward e-learning. Moreover, this study also tried to determine whether the dimensions of learner's satisfaction moderate the relationship with knowledge gained. Data were collected from 111 final year students, part time and full time by using simple random sampling. A questionnaire consisting of 30 questions was administered to the respondents. The study showed that learner's satisfaction dimensions were positively related with e-learning. The study also found out that the dimensions learner's satisfaction influenced toward e-learning with 80.1 percent.

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INTRODUCTION

1.1 Background of study

e-learning is learning that takes place in an electronically simulated environment. e-learning, web-based training, internet-based training and computer-based training are the next-generation instruction methods being developed today. With e-learning, users can immerse themselves in a three-dimensional environment to further enhance their learning experience. Moreover, e-learning can be done anywhere and anytime as long as the user has the proper hardware. Today, e-learning is fast becoming a reality through higher education like UUM and others.

e-learning can be done using an internet connection, a network, an intranet, or a storage disk. It uses a variety of media like audio, text, virtual environments, video, and animation. e-learning, in some ways, is even better than classroom learning methods as it is a one-on-one learning method, it is self-paced and it has an experiential-learning format.

As with any other forms of learning, e-learning depends on its delivery method and content to ensure its success. For this reason, e-learning modules have to be interesting, interactive and informative in order to be effective. Because it is computer/software based however, e-learning has the capability of immersing its students completely within

The contents of the thesis is for internal user only

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